TITLE: CONTENT MANAGEMENT SYSTEM
INVENTORS: Sarah BAXTER, et al.
SERIAL NO.:
DOCKET NO.: 1330.1026DD

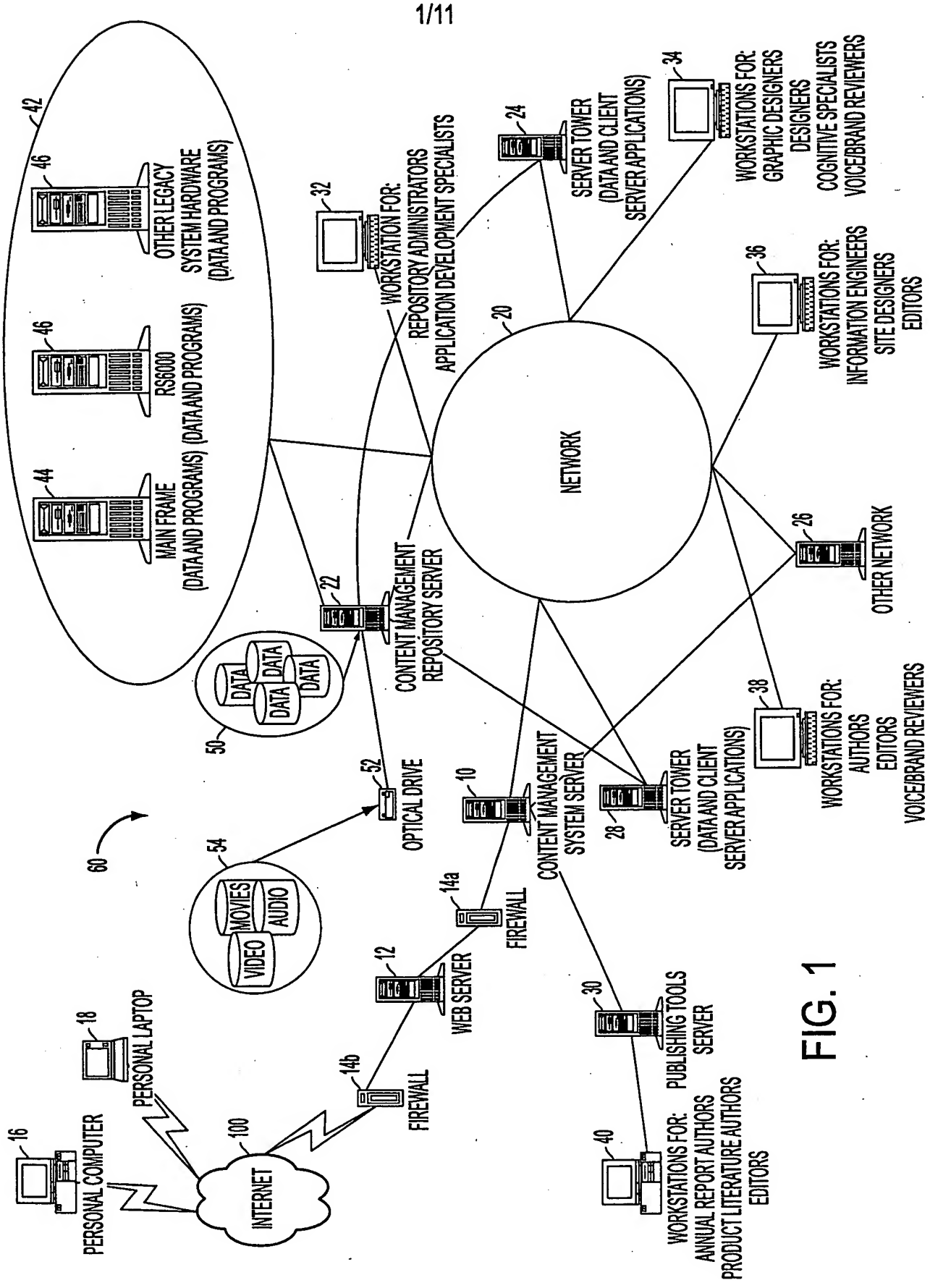

FIG. 1

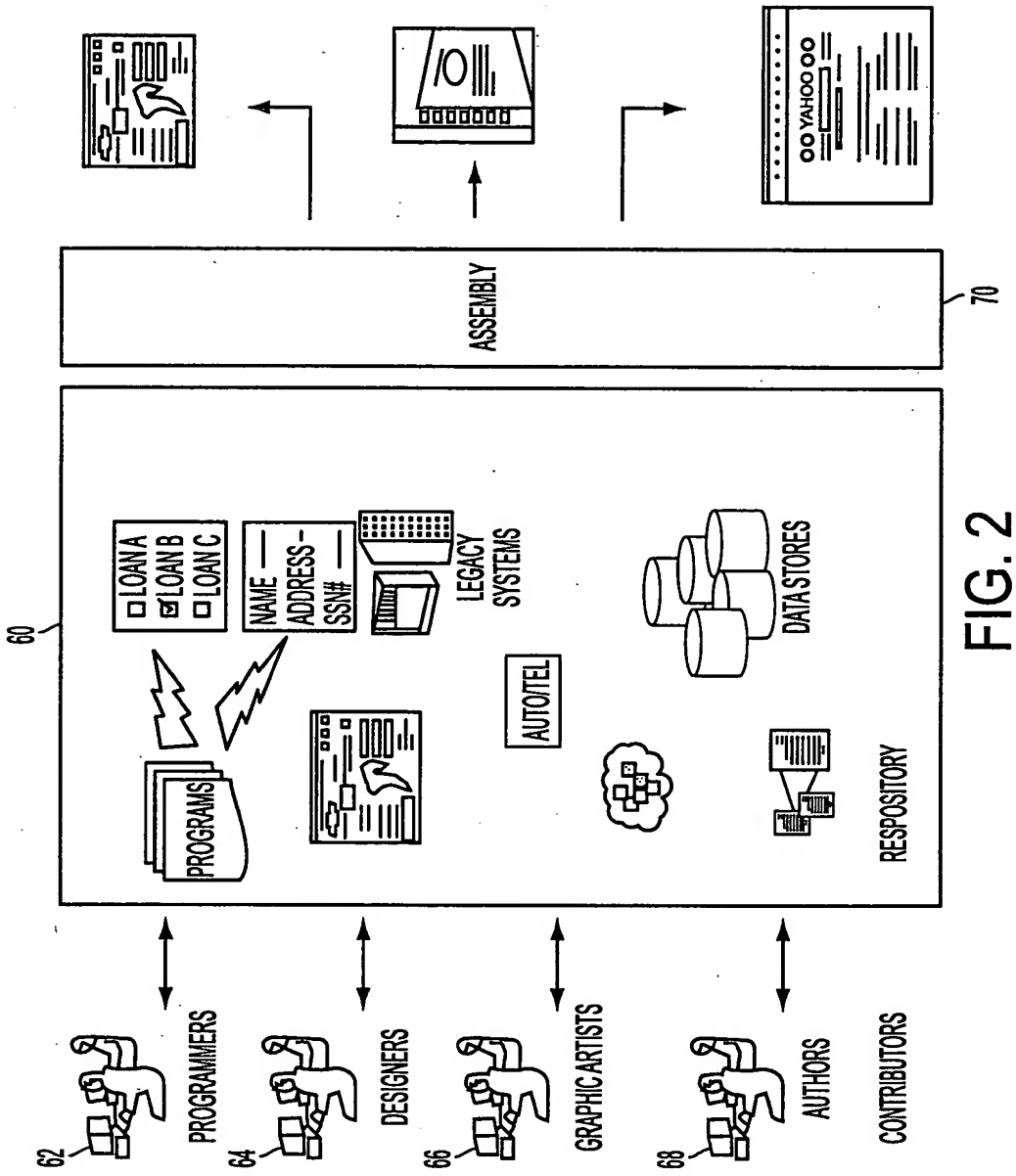
YAHOO
ASSEMBLY
70
60
LOAN A
LOAN B
LOAN C
NAME
ADDRESS
SSN#
LEGACY SYSTEMS
DATA STORES
AUTO/TEL
PROGRAMS
RESPOSITORY
62
PROGRAMMERS
64
DESIGNERS
66
GRAPHIC ARTISTS
68
AUTHORS
CONTRIBUTORS

FIG. 2

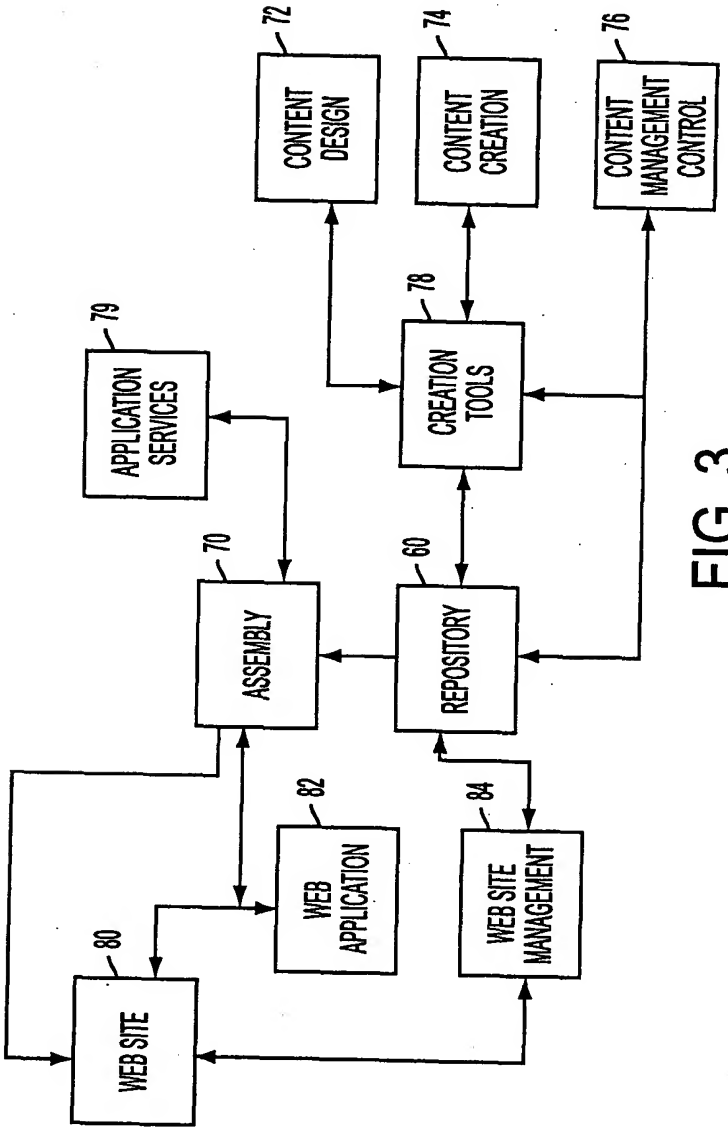
72
CONTENT DESIGN
74
CONTENT CREATION
76
CONTENT MANAGEMENT CONTROL
78
CREATION TOOLS
79
APPLICATION SERVICES
70
ASSEMBLY
60
REPOSITORY
82
WEB APPLICATION
84
WEB SITE MANAGEMENT
80
WEB SITE

FIG. 3

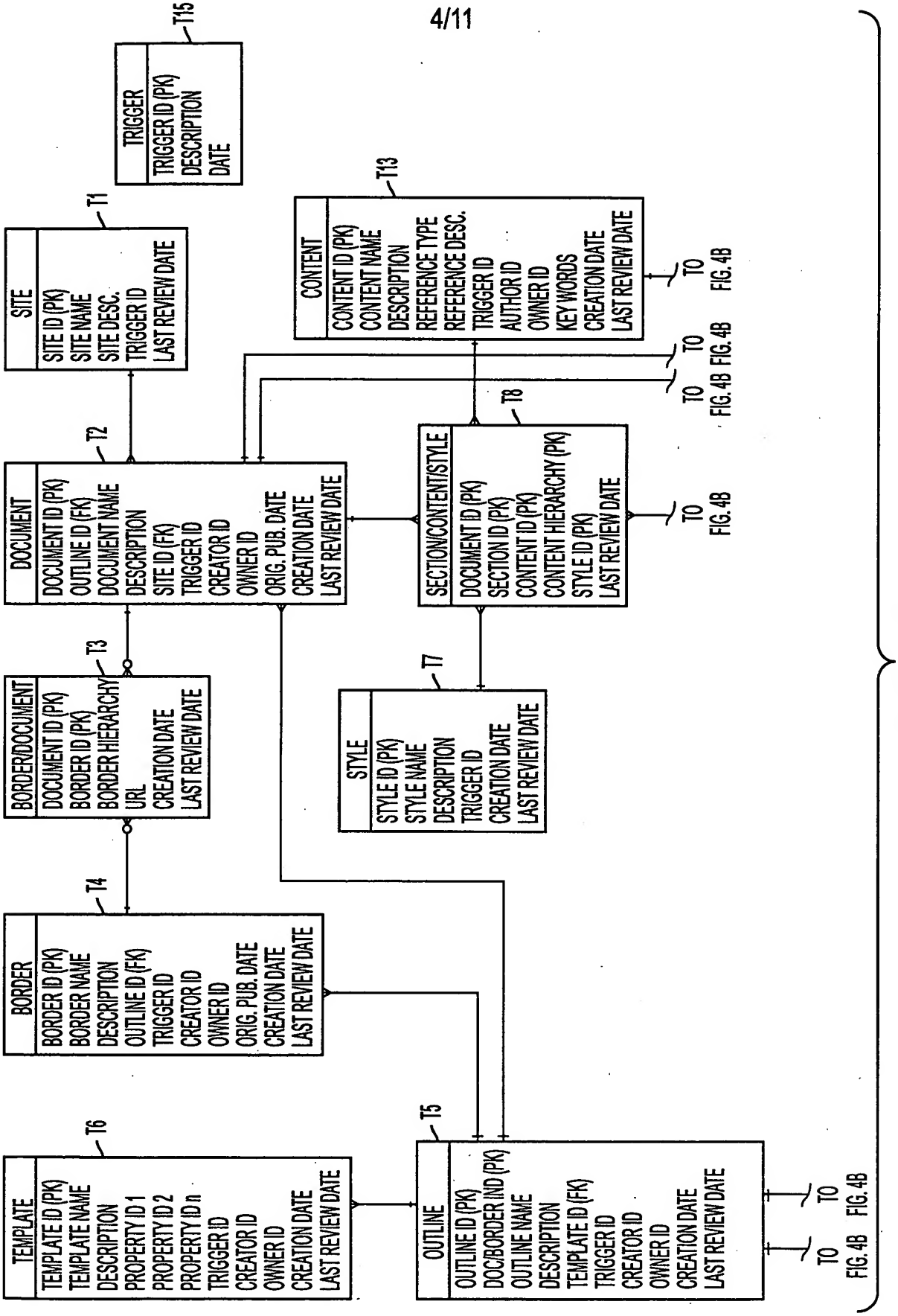
T15
TRIGGER
TRIGGER ID (PK)
DESCRIPTION
DATE
T1
SITE
SITE ID (PK)
SITE NAME
SITE DESC.
TRIGGER ID
LAST REVIEW DATE
T13
CONTENT
CONTENT ID (PK)
CONTENT NAME
DESCRIPTION
REFERENCE TYPE
REFERENCE DESC.
TRIGGER ID
AUTHOR ID
OWNER ID
KEY WORDS
CREATION DATE
LAST REVIEW DATE
TO FIG. 4B
T2
DOCUMENT
DOCUMENT ID (PK)
OUTLINE ID (FK)
DOCUMENT NAME
DESCRIPTION
SITE ID (FK)
TRIGGER ID
CREATOR ID
OWNER ID
ORIG. PUB. DATE
CREATION DATE
LAST REVIEW DATE
T8
SECTION/CONTENT/STYLE
DOCUMENT ID (PK)
SECTION ID (PK)
CONTENT ID (PK)
CONTENT HIERARCHY (PK)
STYLE ID (PK)
LAST REVIEW DATE
TO FIG. 4B
T3
BORDER/DOCUMENT
DOCUMENT ID (PK)
BORDER ID (PK)
BORDER HIERARCHY
URL
CREATION DATE
LAST REVIEW DATE
T7
STYLE
STYLE ID (PK)
STYLE NAME
DESCRIPTION
TRIGGER ID
CREATION DATE
LAST REVIEW DATE
T4
BORDER
BORDER ID (PK)
BORDER NAME
DESCRIPTION
OUTLINE ID (FK)
TRIGGER ID
CREATOR ID
OWNER ID
ORIG. PUB. DATE
CREATION DATE
LAST REVIEW DATE
T6
TEMPLATE
TEMPLATE ID (PK)
TEMPLATE NAME
DESCRIPTION
PROPERTY ID 1
PROPERTY ID 2
PROPERTY ID n
TRIGGER ID
CREATOR ID
OWNER ID
CREATION DATE
LAST REVIEW DATE
T5
OUTLINE
OUTLINE ID (PK)
DOC/BORDER IND (PK)
OUTLINE NAME
DESCRIPTION
TEMPLATE ID (FK)
TRIGGER ID
CREATOR ID
OWNER ID
CREATION DATE
LAST REVIEW DATE
TO FIG. 4B

FIG. 4A

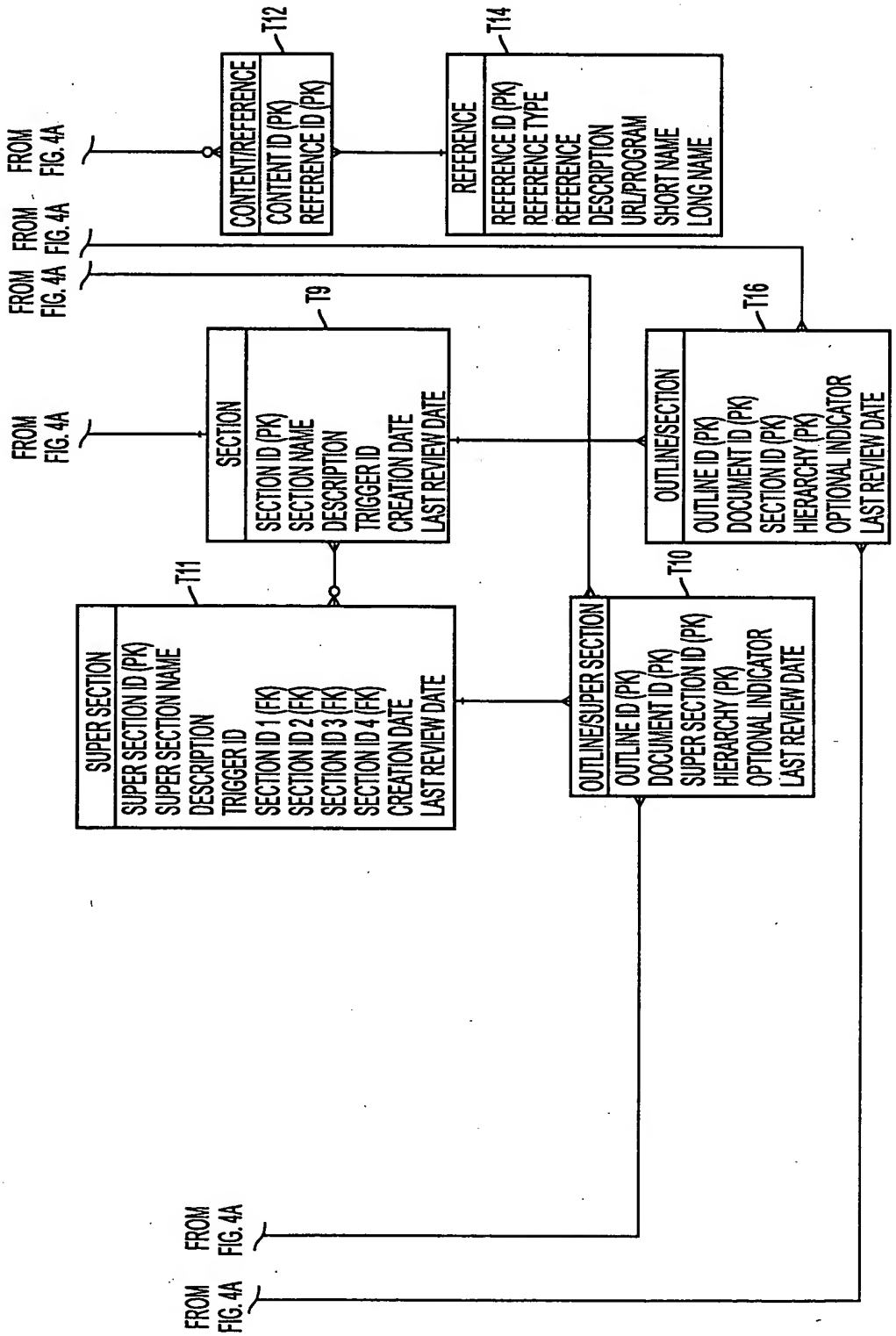
FROM FIG. 4A
T12
CONTENT/REFERENCE
CONTENT ID (PK)
REFERENCE ID (PK)
T14
REFERENCE
REFERENCE ID (PK)
REFERENCE TYPE
REFERENCE DESCRIPTION
URL/PROGRAM
SHORT NAME
LONG NAME
FROM FIG. 4A
FROM FIG. 4A
FROM FIG. 4A
T9
SECTION
SECTION ID (PK)
SECTION NAME
DESCRIPTION
TRIGGER ID
CREATION DATE
LAST REVIEW DATE
T16
OUTLINE/SECTION
OUTLINE ID (PK)
DOCUMENT ID (PK)
SECTION ID (PK)
HIERARCHY (PK)
OPTIONAL INDICATOR
LAST REVIEW DATE
T11
SUPER SECTION
SUPER SECTION ID (PK)
SUPER SECTION NAME
DESCRIPTION
TRIGGER ID
SECTION ID 1 (FK)
SECTION ID 2 (FK)
SECTION ID 3 (FK)
SECTION ID 4 (FK)
CREATION DATE
LAST REVIEW DATE
T10
OUTLINE/SUPER SECTION
OUTLINE ID (PK)
DOCUMENT ID (PK)
SUPER SECTION ID (PK)
HIERARCHY (PK)
OPTIONAL INDICATOR
LAST REVIEW DATE
FROM FIG. 4A
FROM FIG. 4A

FIG. 4B

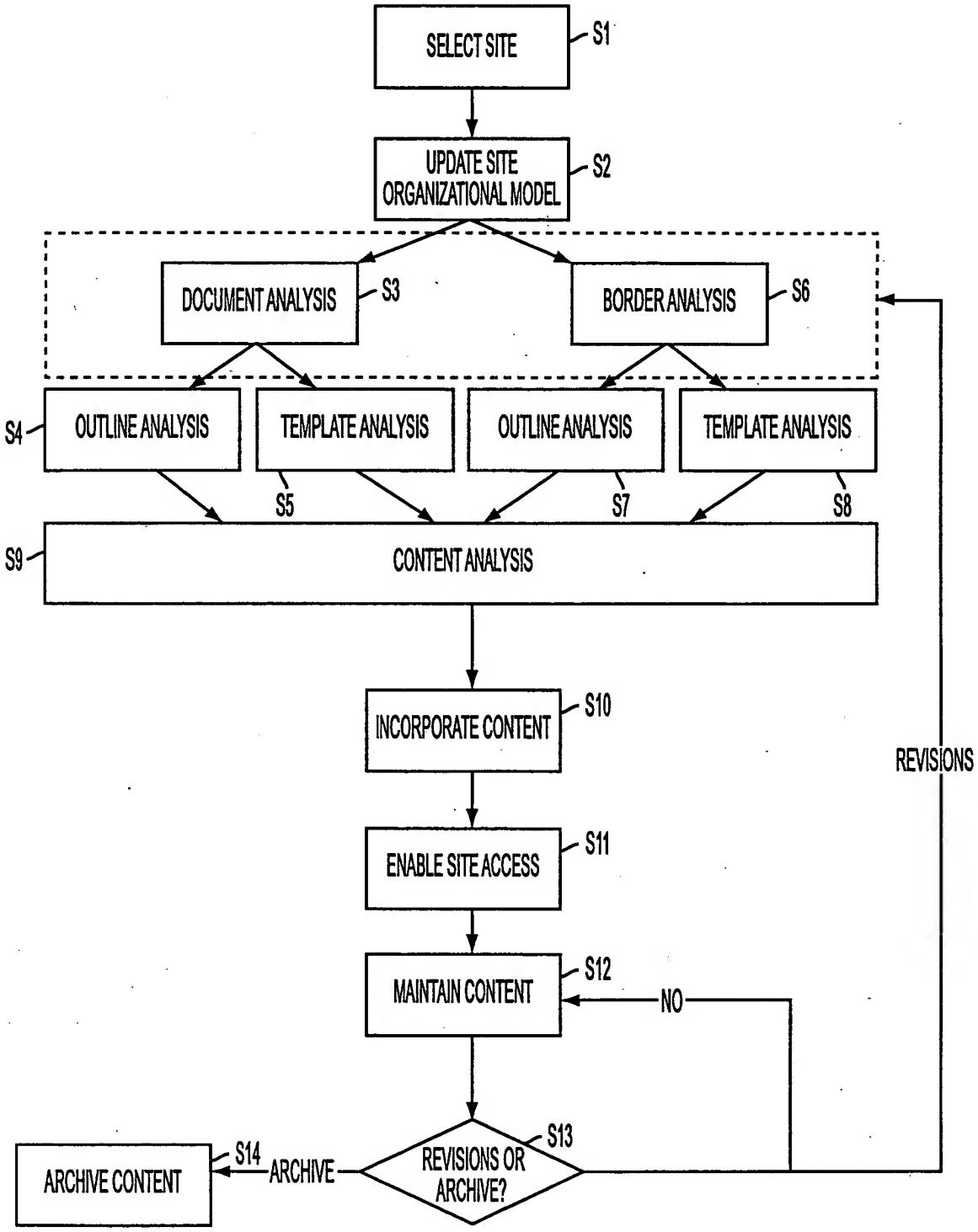
SELECT SITE
S1
UPDATE SITE ORGANIZATIONAL MODEL
S2
DOCUMENT ANALYSIS
S3
BORDER ANALYSIS
S6
S4
OUTLINE ANALYSIS
TEMPLATE ANALYSIS
OUTLINE ANALYSIS
TEMPLATE ANALYSIS
S5
S7
S8
S9
CONTENT ANALYSIS
INCORPORATE CONTENT
S10
REVISIONS
ENABLE SITE ACCESS
S11
MAINTAIN CONTENT
S12
NO
S13
REVISIONS OR ARCHIVE?
ARCHIVE
S14
ARCHIVE CONTENT

FIG. 5

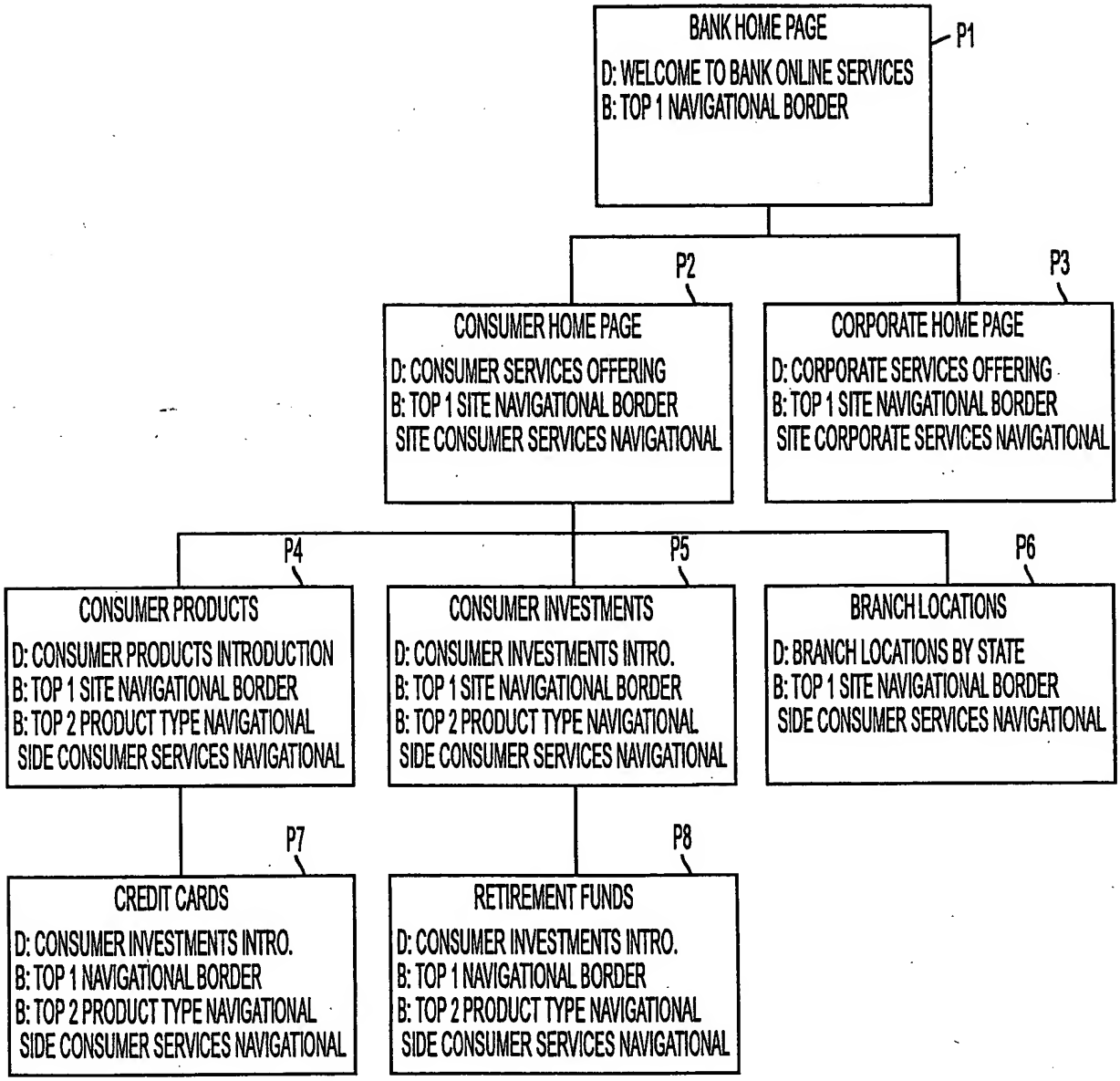
BANK HOME PAGE
P1
D: WELCOME TO BANK ONLINE SERVICES
B: TOP 1 NAVIGATIONAL BORDER
P2
P3
CONSUMER HOME PAGE
D: CONSUMER SERVICES OFFERING
B: TOP 1 SITE NAVIGATIONAL BORDER
SITE CONSUMER SERVICES NAVIGATIONAL
CORPORATE HOME PAGE
D: CORPORATE SERVICES OFFERING
B: TOP 1 SITE NAVIGATIONAL BORDER
SITE CORPORATE SERVICES NAVIGATIONAL
P4
P5
P6
CONSUMER PRODUCTS
D: CONSUMER PRODUCTS INTRODUCTION
B: TOP 1 SITE NAVIGATIONAL BORDER
B: TOP 2 PRODUCT TYPE NAVIGATIONAL
SIDE CONSUMER SERVICES NAVIGATIONAL
CONSUMER INVESTMENTS
D: CONSUMER INVESTMENTS INTRO.
B: TOP 1 SITE NAVIGATIONAL BORDER
B: TOP 2 PRODUCT TYPE NAVIGATIONAL
SIDE CONSUMER SERVICES NAVIGATIONAL
BRANCH LOCATIONS
D: BRANCH LOCATIONS BY STATE
B: TOP 1 SITE NAVIGATIONAL BORDER
SIDE CONSUMER SERVICES NAVIGATIONAL
P7
P8
CREDIT CARDS
D: CONSUMER INVESTMENTS INTRO.
B: TOP 1 NAVIGATIONAL BORDER
B: TOP 2 PRODUCT TYPE NAVIGATIONAL
SIDE CONSUMER SERVICES NAVIGATIONAL
RETIREMENT FUNDS
D: CONSUMER INVESTMENTS INTRO.
B: TOP 1 NAVIGATIONAL BORDER
B: TOP 2 PRODUCT TYPE NAVIGATIONAL
SIDE CONSUMER SERVICES NAVIGATIONAL

FIG. 6

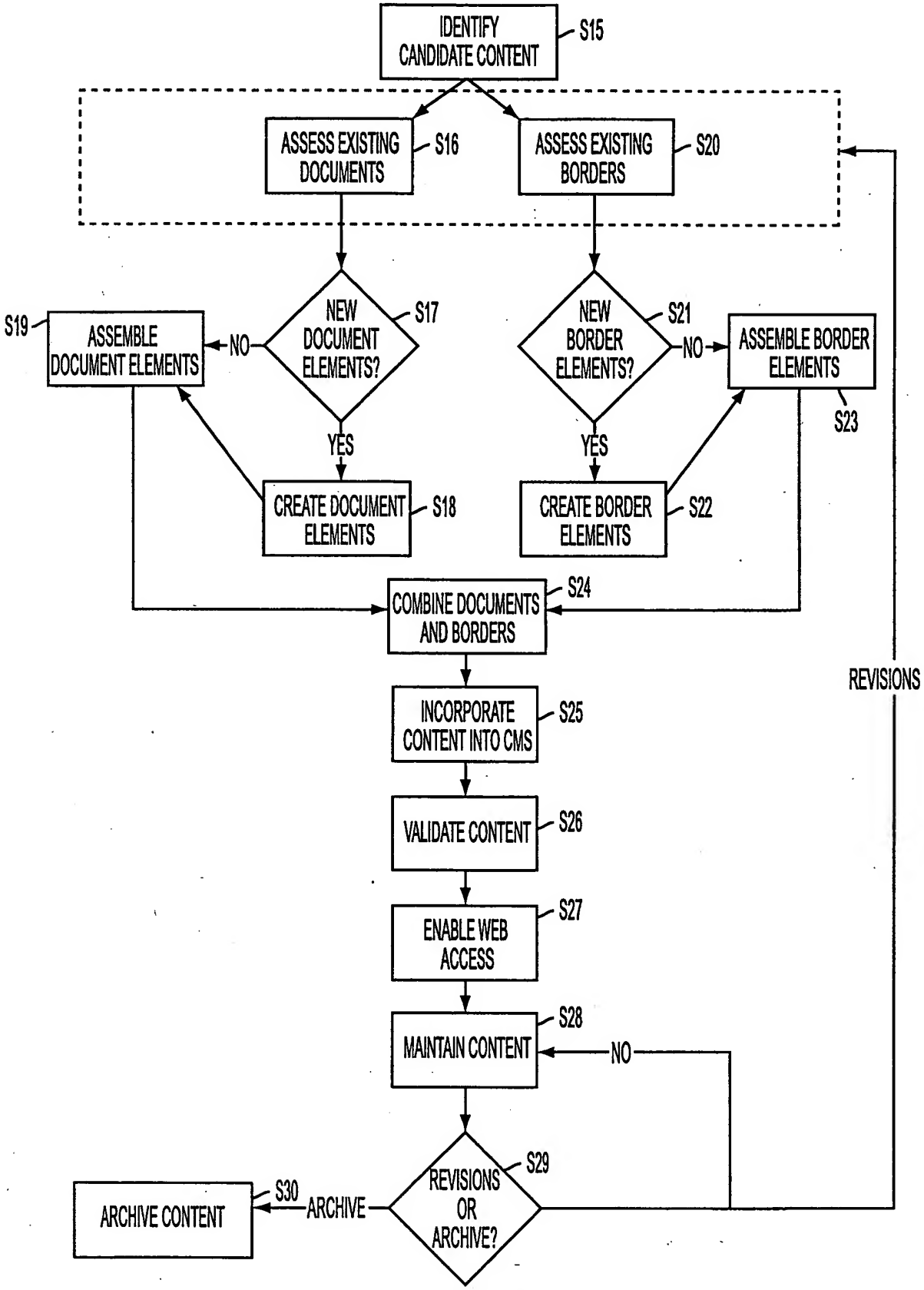
IDENTIFY CANDIDATE CONTENT
S15
ASSESS EXISTING DOCUMENTS
S16
ASSESS EXISTING BORDERS
S20
NEW DOCUMENT ELEMENTS?
S17
NO
ASSEMBLE DOCUMENT ELEMENTS
S19
YES
CREATE DOCUMENT ELEMENTS
S18
NEW BORDER ELEMENTS?
S21
NO
ASSEMBLE BORDER ELEMENTS
S23
YES
CREATE BORDER ELEMENTS
S22
COMBINE DOCUMENTS AND BORDERS
S24
INCORPORATE CONTENT INTO CMS
S25
VALIDATE CONTENT
S26
ENABLE WEB ACCESS
S27
MAINTAIN CONTENT
S28
NO
REVISIONS OR ARCHIVE?
S29
ARCHIVE
ARCHIVE CONTENT
S30
REVISIONS

FIG. 7

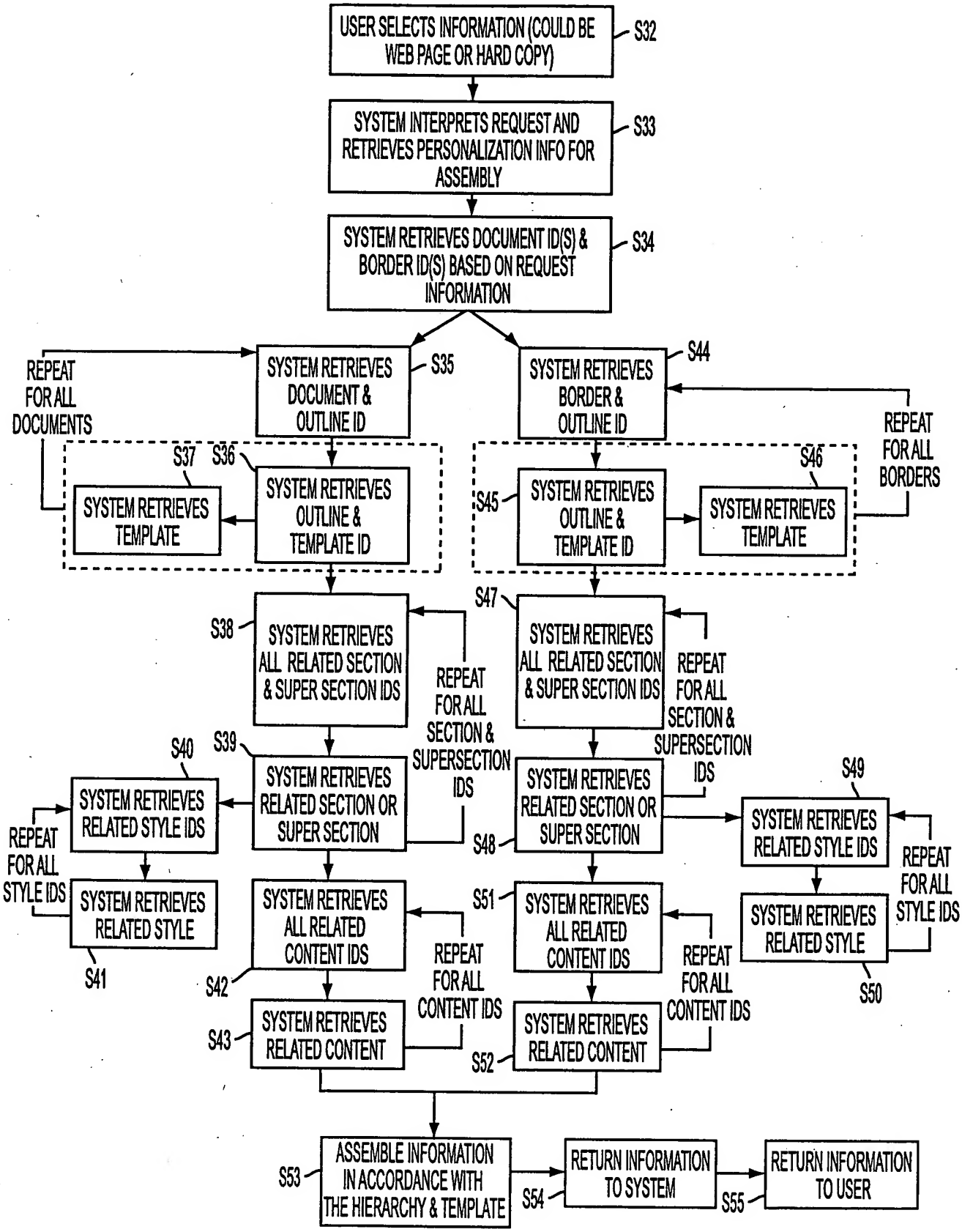
USER SELECTS INFORMATION (COULD BE WEB PAGE OR HARD COPY)
S32
SYSTEM INTERPRETS REQUEST AND RETRIEVES PERSONALIZATION INFO FOR ASSEMBLY
S33
SYSTEM RETRIEVES DOCUMENT ID(S) & BORDER ID(S) BASED ON REQUEST INFORMATION
S34
REPEAT FOR ALL DOCUMENTS
SYSTEM RETRIEVES DOCUMENT & OUTLINE ID
S35
SYSTEM RETRIEVES BORDER & OUTLINE ID
S44
REPEAT FOR ALL BORDERS
S37
S36
SYSTEM RETRIEVES TEMPLATE
SYSTEM RETRIEVES OUTLINE & TEMPLATE ID
S45
SYSTEM RETRIEVES OUTLINE & TEMPLATE ID
S46
SYSTEM RETRIEVES TEMPLATE
S38
SYSTEM RETRIEVES ALL RELATED SECTION & SUPER SECTION IDS
REPEAT FOR ALL SECTION & SUPERSECTION IDS
S47
SYSTEM RETRIEVES ALL RELATED SECTION & SUPER SECTION IDS
REPEAT FOR ALL SECTION & SUPERSECTION IDS
S40
S39
SYSTEM RETRIEVES RELATED STYLE IDS
SYSTEM RETRIEVES RELATED SECTION OR SUPER SECTION
SYSTEM RETRIEVES RELATED SECTION OR SUPER SECTION
S48
S49
SYSTEM RETRIEVES RELATED STYLE IDS
REPEAT FOR ALL STYLE IDS
REPEAT FOR ALL STYLE IDS
SYSTEM RETRIEVES RELATED STYLE
S41
SYSTEM RETRIEVES ALL RELATED CONTENT IDS
S51
SYSTEM RETRIEVES ALL RELATED CONTENT IDS
SYSTEM RETRIEVES RELATED STYLE
S50
S42
REPEAT FOR ALL CONTENT IDS
REPEAT FOR ALL CONTENT IDS
S43
SYSTEM RETRIEVES RELATED CONTENT
SYSTEM RETRIEVES RELATED CONTENT
S52
S53
ASSEMBLE INFORMATION IN ACCORDANCE WITH THE HIERARCHY & TEMPLATE
S54
RETURN INFORMATION TO SYSTEM
S55
RETURN INFORMATION TO USER

FIG. 8

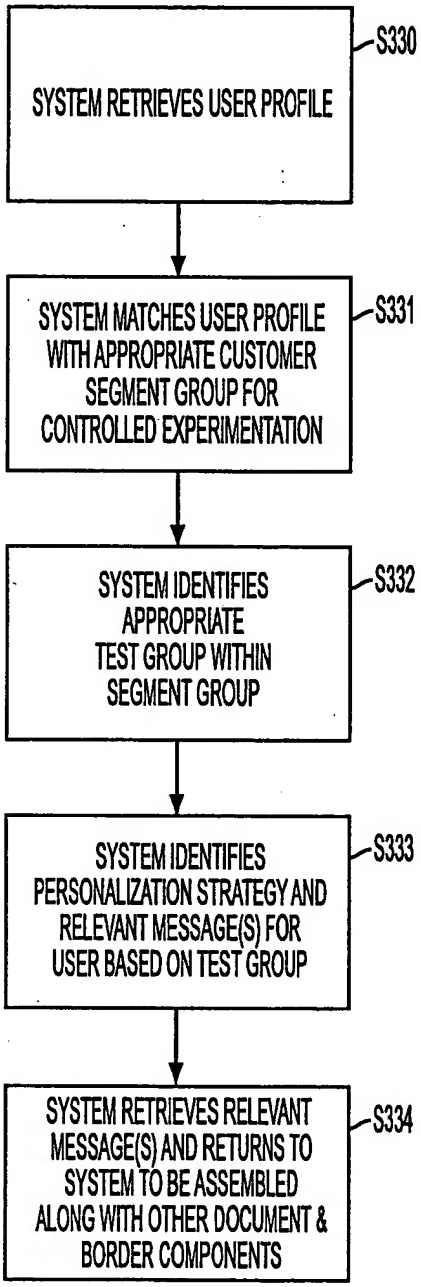
SYSTEM RETRIEVES USER PROFILE
S330
SYSTEM MATCHES USER PROFILE WITH APPROPRIATE CUSTOMER SEGMENT GROUP FOR CONTROLLED EXPERIMENTATION
S331
SYSTEM IDENTIFIES APPROPRIATE TEST GROUP WITHIN SEGMENT GROUP
S332
SYSTEM IDENTIFIES PERSONALIZATION STRATEGY AND RELEVANT MESSAGE(S) FOR USER BASED ON TEST GROUP
S333
SYSTEM RETRIEVES RELEVANT MESSAGE(S) AND RETURNS TO SYSTEM TO BE ASSEMBLED ALONG WITH OTHER DOCUMENT & BORDER COMPONENTS
S334

FIG. 9

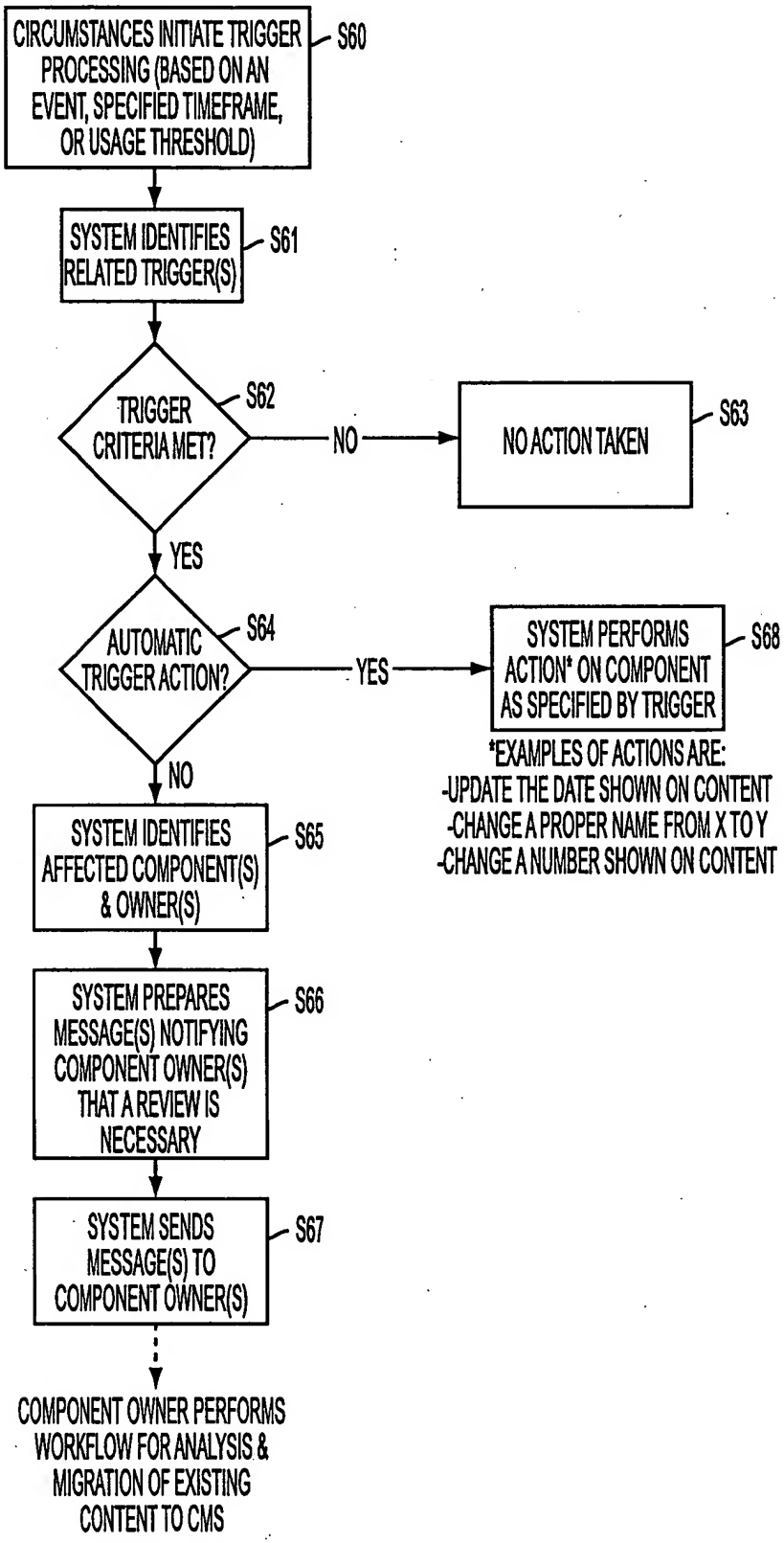
CIRCUMSTANCES INITIATE TRIGGER PROCESSING (BASED ON AN EVENT, SPECIFIED TIMEFRAME, OR USAGE THRESHOLD)
S60
SYSTEM IDENTIFIES RELATED TRIGGER(S)
S61
TRIGGER CRITERIA MET?
S62
NO
NO ACTION TAKEN
S63
YES
AUTOMATIC TRIGGER ACTION?
S64
YES
SYSTEM PERFORMS ACTION* ON COMPONENT AS SPECIFIED BY TRIGGER
S68
*EXAMPLES OF ACTIONS ARE:
-UPDATE THE DATE SHOWN ON CONTENT
-CHANGE A PROPER NAME FROM X TO Y
-CHANGE A NUMBER SHOWN ON CONTENT
NO
SYSTEM IDENTIFIES AFFECTED COMPONENT(S) & OWNER(S)
S65
SYSTEM PREPARES MESSAGE(S) NOTIFYING COMPONENT OWNER(S) THAT A REVIEW IS NECESSARY
S66
SYSTEM SENDS MESSAGE(S) TO COMPONENT OWNER(S)
S67
COMPONENT OWNER PERFORMS WORKFLOW FOR ANALYSIS & MIGRATION OF EXISTING CONTENT TO CMS

FIG. 10